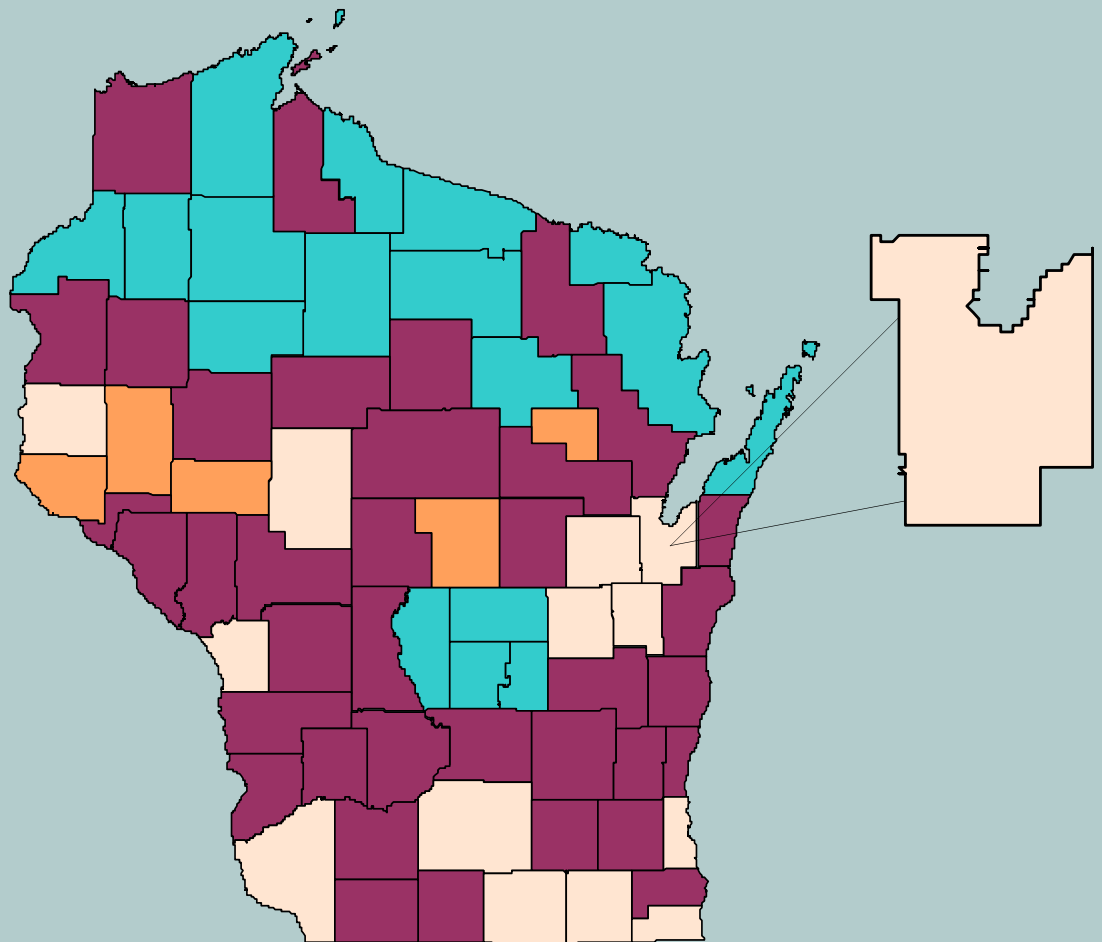


Brown County Workforce Profile

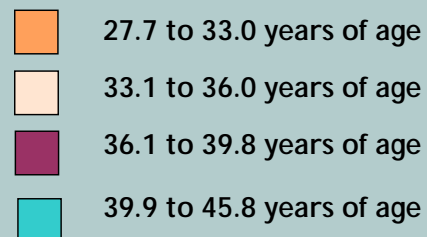
Median Age by County, 2000



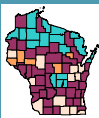
Your complete
guide to the
state of the
labor force of
today and a
glimpse into
the economy of
tomorrow.



State of Wisconsin
Department of Workforce Development
October 2002



Source: Census 2000 of the United States



County Population

The population in Brown County exceeded the growth rates of both the United States and the State of Wisconsin in the last year. This was also true for the last the decade. Between 1990 and 2000, the population increased by 16.5 percent. This compares with 8.5 percent for the state and 8.7 percent for the nation. Although the rate of growth may have tempered slightly, it appears that the county is retaining a growth advantage. Since the census, the county increased just over 2,000.

Of the ten largest municipalities in the county, seven had higher growth rates than the county. Three municipalities had lower growth rates of not only of the county, but also for the state and nation. In some instances growth rates may be influenced by boundary changes as well as population growth. Only one municipality had a decline in the last year and that was the Village of Ashwaubenon.

The Village of Howard had the largest numerical growth in the county, increasing by 303, and had the fourth highest growth rate in the county. This was followed very closely by the Town of Bellevue which increased 298. The Town of Ledgeview had the highest rate of growth in the county increasing

by 4.9 percent, and a numerical increase of 156 in the last year.

During the 1990's just over 50 percent of the county's growth came from in-migration. This made up 16,375 of the 32,184 increase. The remainder of the growth came from natural increase (births minus deaths). The large increase from in-migration has an effect on the age distribution of the area's population. This provided some respite from the labor shortage the area experienced prior to the downturn in the nation's economy. Although, it is expected that when growth resumes, Brown County will again face labor shortages, however, they may be less severe than the state as a whole, although, that is dependant on the growth of jobs in the region. The Brown County area also surpassed the state in the job growth rate during the last ten years.

Over the last decade, the age groups that have increased the most were the 35 to 44 year olds (8,234) and the 45-54 year olds (11,551). This was offset with a decline in the 25-34 year old age group (-2,216).

(Continued on page 2)

Total Population

| | 2000 Census | January 1, 2001 Estimate | Percent change |
|---------------|-------------|-----------------------------|-------------------|
| United States | 281,421,906 | 283,474,000 | 0.7% |
| Wisconsin | 5,363,675 | 5,400,449 | 0.7% |
| Brown County | 226,778 | 228,817 | 0.9% |

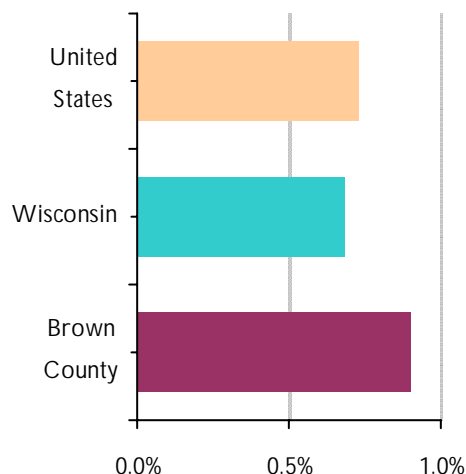
Ten Largest Municipalities

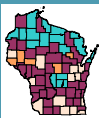
| | | | |
|----------------------|---------|---------|-------|
| Green Bay, City | 102,313 | 102,391 | 0.1% |
| De Pere, City | 20,559 | 20,777 | 1.1% |
| Ashwaubenon, Village | 17,634 | 17,596 | -0.2% |
| Allouez, Village | 15,443 | 15,476 | 0.2% |
| Howard, Village | 13,546 | 13,849 | 2.2% |
| Bellevue, Town | 11,828 | 12,126 | 2.5% |
| Suamico, Town | 8,686 | 9,028 | 3.9% |
| Hobart, Town | 5,090 | 5,176 | 1.7% |
| Scott, Town | 3,712 | 3,755 | 1.2% |
| Ledgeview, Town | 3,363 | 3,529 | 4.9% |

* Brown portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

Population Growth 2000-2001

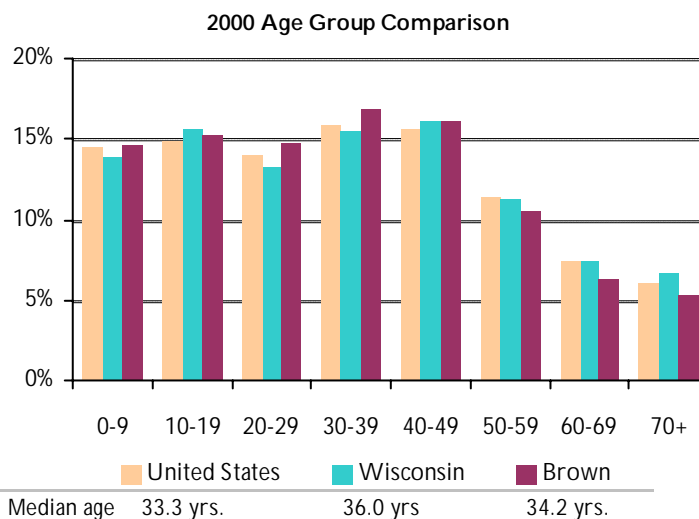




State of Wisconsin - Brown County

So we end up with a situation where time is moving the population to an older age. Brown County age distribution sort of falls in the middle aged brackets. The County is quite similar in percentages with the state and nation through age 19. At that time the county follows national trends, while the state seems to have a lower percent in the 20 to 29 age group.

Of note is the lower percent of population in the county beginning with age 50. This is somewhat different than what would be expected. Many areas in the state have a higher percent in their populations beginning with age 50. This will have an impact on the availability of workers in those areas that Brown County will not have. This is both the current and future labor supply for the area. As those that are nearing retirement age leave the labor market, there are ample replacement provided that they stay in the area. This will likely begin to change in the next 15 to 20 years, as this age cohort is larger than the replacement group that would enter the labor market at that time. The median age of the county of 34.2 year is slightly younger than the state, but just a bit older than the 33.3 years for the nation.

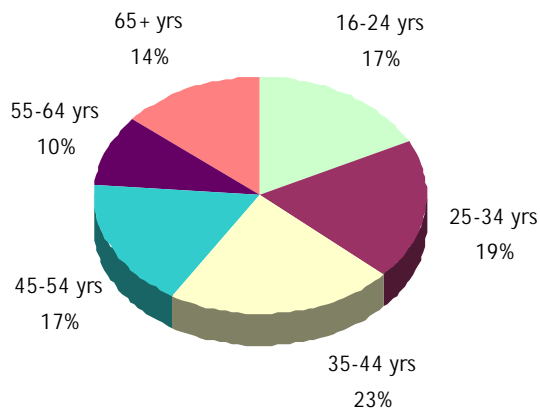


Source: US Department of Commerce, Census Bureau, *Census 2000*

The U. S. Bureau of Labor Statistics defines the labor force population as all individuals who are age 16 and over and are either employed or unemployed, but are seeking employment. In 2000 the number of residents of labor force age was 174,236. Approximately 14 percent of this group was over the age 65. At the present time, the breakout of the age groups shows that the smallest group is the next group most likely to retire.

County Civilian Labor Force

Brown County Labor Force Age Groups



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The county's labor force is a subset of the population of the county and usually will follow the demographics of its population. Unlike the population, the labor force is quite dynamic changing from month to month due to the seasonal demands of the area's economy.

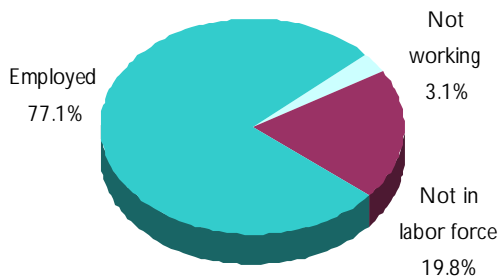
During 2001 the average size of the labor force in the county was 138,600. This was an increase of 2.4 percent. However, during the year the labor force peaked at 141,100 in July and a low of 136,600 in January, a change of 3.2 percent during the year. These months are typically the high and low labor force months for Brown County.

(Continued on page 3)



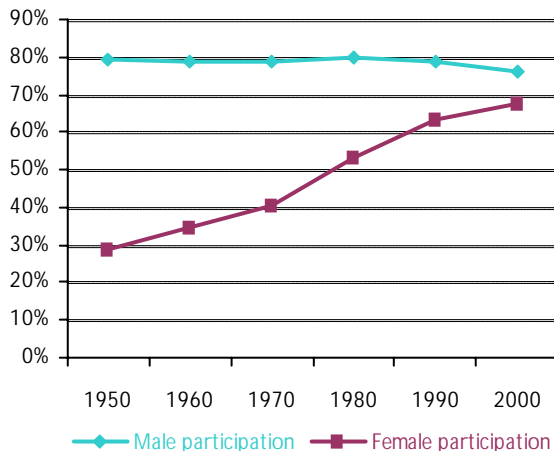
State of Wisconsin - Brown County

2001 Labor Force Participation



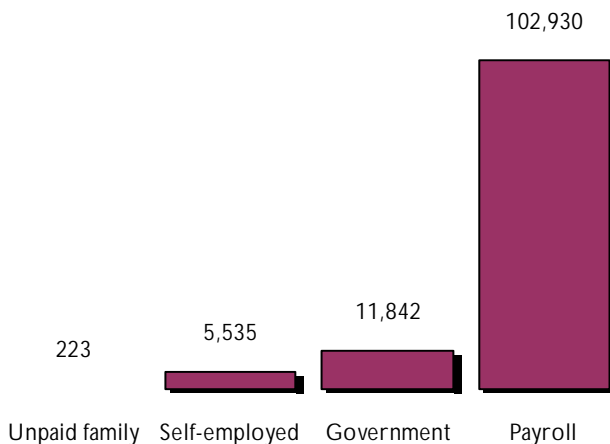
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The percent of residents of labor force age that are either working or looking for work in the county is called the "participation rate". In Brown County the participation rate equals 80.2 percent of its labor force aged population. This level is quite high, when one considers that nearly 14 percent of the labor force aged population is age 65 and older. That basically leaves six percent of this population group to draw into the labor force. This would include individuals that have made a choice not to participate and others that due to health, school or other obligations may not be able to participate at this time. Not that turning age 65 automatically means one retires and leaves the labor force. Quite the contrary, the current trend has an increasing number returning to the labor force, but in jobs that are more frequently part time and less stressful than their careers were.

The participation rate for Brown County is significantly higher than the state and national rates. The state of Wisconsin has a participation rate of 73.5 percent, while the nation's rate is 66.9 percent. Also the nation has a smaller percent of its population in the 65 plus bracket than Brown County.

An area of interest of the Brown County labor force is the converging patterns of participation rates for females and males. The participation of females in the labor force has increased dramatically over the last half century. During the 1950's only 30 percent of the labor force aged women were in the labor force, much lower than the near 80 percent participation rate for men. Since that time the participation of men in the labor force has remained stable, although it did decline slightly in the last decade. The difference in participation rates between men and women is now less than ten percent. While the addition of more women to the labor force has helped to ease labor shortage problems in the past, there is little room to continue this pattern for large quantities of untapped workers.

Based on 2000 census data, the majority of workers are employed by private and not for profit businesses in Brown County. Very few worked as unpaid workers in a family business. Just under five percent of the employed population reported self-employment in the county.



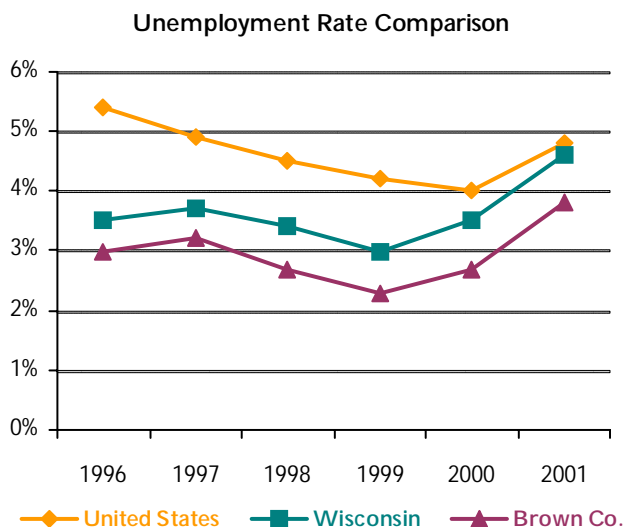
State of Wisconsin - Brown County

How workers get to their place of employment and where they are coming from is helpful in the recruitment of workers as well as the planning for community infrastructure services. The source of workers data has not been released by the U. S. Census Bureau yet, however their mode of travel is available.

The majority of workers in Brown County do not carpool or use public transportation. Eighty-four percent of the workers in the county drove by themselves to their employment on a regular basis. Three percent of the population reporting employment stated that they worked at home. This most likely includes a combination of telecommuters and self employed individuals.

When the 1990 Census was taken, there were 5,352 more workers entering Brown County than leaving the county for work on a daily basis. However, during the late 1990's data indicated that there were more jobs filled in the county, than the number of workers available in the labor force.

This has subsequently changed some since the

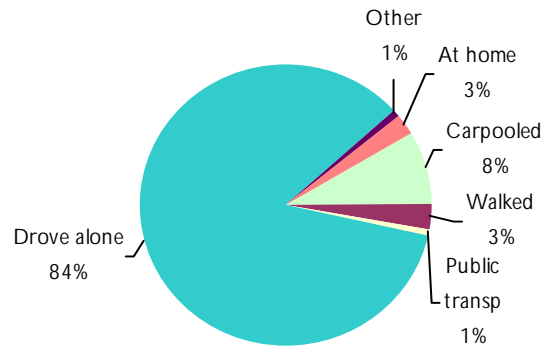


Brown County Civilian Labor Force Data

| | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 |
|-------------------|---------|---------|---------|---------|---------|---------|
| Labor Force | 131,200 | 132,200 | 132,600 | 132,800 | 135,300 | 138,600 |
| Employed | 127,200 | 128,000 | 129,000 | 129,800 | 131,700 | 133,300 |
| Unemployed | 3,970 | 4,210 | 3,610 | 3,060 | 3,600 | 5,290 |
| Unemployment Rate | 3.0% | 3.2% | 2.7% | 2.3% | 2.7% | 3.8% |

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

downturn of the economy beginning in the last half of 2000. However, indications are that the number of workers commuting to the county had increased substantially through 2000. Brown was one of four counties that had more jobs than workers at that time. Other areas were Sheboygan, Milwaukee Metropolitan Area (includes Milwaukee, Waukesha, Ozaukee, and Washington Counties) and Dane County.

This has reversed itself during the last two years as employment growth has slowed from the rapid pace of the late nineties. During the last two years the labor force has increased faster than the employment in the area. This is mainly due to changes in the national economy beginning in late 2000. Overall, the labor force increased by 5.6 percent since 1996, while employment increased by 4.8 percent. Roughly a difference of 1,300 more workers entering the labor force than finding employment. The variance occurred primarily between 2000 and 2001 as the number of unemployed increased from 3,600 to 5,300.



County Industry Employment

Nonfarm Wage and Salary Employment

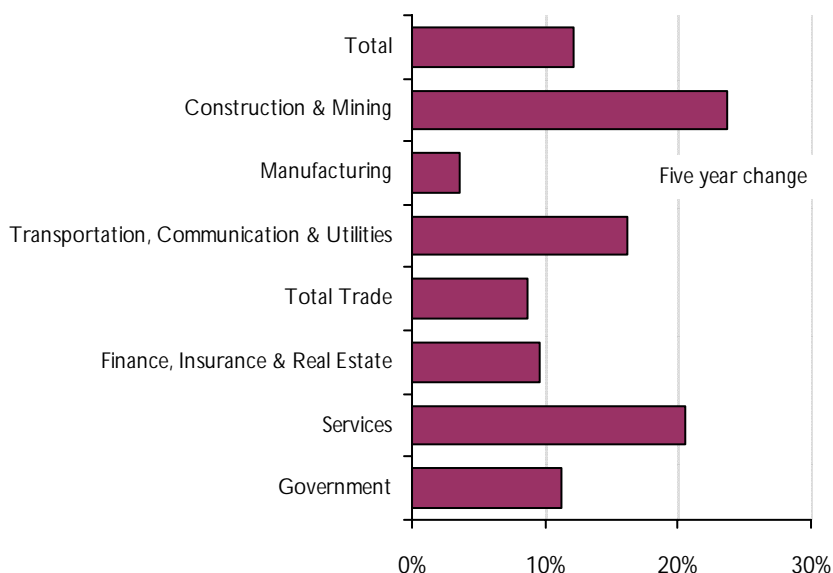
| | 1996 | 1997 | 1998 | 1999 | 2000 | 2001 | Percent change | |
|--|---------|---------|---------|---------|---------|---------|----------------|--------|
| | | | | | | | 1 year | 5 year |
| Total | 130,926 | 133,783 | 137,645 | 143,544 | 146,406 | 146,764 | 0.2% | 12.1% |
| Goods Producing | 34,324 | 34,926 | 35,968 | 37,295 | 37,860 | 36,873 | -2.6% | 7.4% |
| Construction & Mining | 6,538 | 6,474 | 6,755 | 7,602 | 7,992 | 8,086 | 1.2% | 23.7% |
| Manufacturing | 27,786 | 28,453 | 29,213 | 29,693 | 29,868 | 28,787 | -3.6% | 3.6% |
| Durable | 9,679 | 9,862 | 10,400 | 10,723 | 11,342 | 10,498 | -7.4% | 8.5% |
| Nondurable | 18,108 | 18,590 | 18,812 | 18,970 | 18,526 | 18,289 | -1.3% | 1.0% |
| Service Producing | 96,602 | 98,857 | 101,677 | 106,249 | 108,546 | 109,891 | 1.2% | 13.8% |
| Transportation, Communications & Utilities | 9,361 | 9,679 | 10,114 | 10,622 | 10,653 | 10,881 | 2.1% | 16.2% |
| Total Trade | 30,571 | 31,180 | 31,723 | 32,476 | 33,018 | 33,233 | 0.6% | 8.7% |
| Wholesale | 6,977 | 7,108 | 7,299 | 7,355 | 7,616 | 7,607 | -0.1% | 9.0% |
| Retail | 23,594 | 24,072 | 24,424 | 25,121 | 25,403 | 25,626 | 0.9% | 8.6% |
| Finance, Insurance, and Real Estate | 9,893 | 9,355 | 10,069 | 11,089 | 11,127 | 10,835 | -2.6% | 9.5% |
| Services & Misc. | 31,193 | 32,854 | 33,727 | 35,690 | 36,893 | 37,594 | 1.9% | 20.5% |
| Total Government | 15,584 | 15,788 | 16,044 | 16,371 | 16,855 | 17,348 | 2.9% | 11.3% |

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment measures the number of jobs in a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs in the county without consideration of where the job-holder lives or if the job holder has more than one job. This information is referred to as "place of work" data but

is frequently called payroll employment. Brown County has a large number of workers that commute into the county to their jobs. This is one reason why the size of the labor force for the County is nearly 8,200 less than the number of jobs in the county in 2001.

Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

Payroll employment has increased over 12 percent since 1996, while the number of workers in the county's labor force grew by just over five percent during that time.

Growth in manufacturing has been in the durable goods sector. Non durable goods during the last several years has been going through restructuring and consolidation. In the last year, manufacturing employment has been affected the most by the national economy.

The rapid growth in construction is due to the smaller size of the industry group and many of the projects that have occurred in Brown County, such as the KI Center, the Resch Center and Lambeau Field.



State of Wisconsin - Brown County

Top 10 Employers

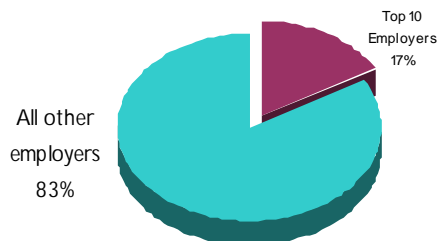
| Company | Product or Service | Size |
|---------------------------------------|-------------------------------|--------|
| Georgia Pacific (Formerly Fort James) | Paper Products | 1,000+ |
| Green Bay Public School District | Education | 1,000+ |
| Employers Health Insurance Co | Insurance | 1,000+ |
| Bellin Memorial Hospital | Health Care Services | 1,000+ |
| Oneida Tribe of Indians of Wis. | Casino/Bingo/Hotel | 1,000+ |
| Saint Vincent Hospital | Health Care Services | 1,000+ |
| Shopko Stores Inc. | Retail Store Distributor | 1,000+ |
| Wisconsin Public Service Corp. | Energy Distributor | 1,000+ |
| Schneider National Inc. | Transportation Services | 1,000+ |
| Krueger Intl Inc. | Office Furniture Manufacturer | 1,000+ |

Top 10 Industry Groups

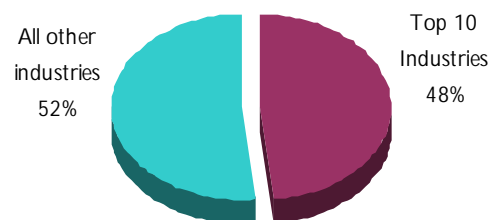
| Industry Group | March 2001 | | Numeric change | |
|-------------------------------|------------|-----------|----------------|--------|
| | Employers | Employees | 1-year | 5-year |
| Health Services | 273 | 12,806 | 634 | 2,411 |
| Eating and Drinking Places | 380 | 9,397 | 245 | 1,224 |
| Educational Services | 33 | 8,220 | -138 | 772 |
| Paper and Allied Products | 31 | 7,880 | -109 | -105 |
| Business Services | 295 | 6,339 | -17 | 1,319 |
| Food and Kindred Products | 40 | 6,092 | 209 | 551 |
| Trucking and Warehousing | 185 | 5,986 | -170 | 535 |
| Special Trade Contractors | 472 | 5,006 | -13 | 1,009 |
| Wholesale Trade-Durable Goods | 354 | 4,856 | 72 | 343 |
| General Merchandise Stores | 17 | 4,521 | 217 | 299 |

*data suppressed to maintain confidentiality

Top 10 Employers' Share of
Nonfarm Employment



Top 10 Industry Group Share
of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

Brown County has over 5,700 private employers and nearly 200 government reporting units employing 142,400 workers. The ten largest employers provided 17 percent of all the jobs in Brown County. Only two of the largest employers were in the manufacturing industry. The list of the largest businesses is quite diversified and should be considered a strength for the Brown County Area. As changes occur in the national and international

economies, often one sector is affected more than others. The diversification provides some protection against a large decline in employment.

Of the ten largest industry groups in Brown County, health services remains the largest with over 3,500 more workers than the next largest industry. Eight of the ten largest industries are from

(Continued on page 7)



State of Wisconsin - Brown County

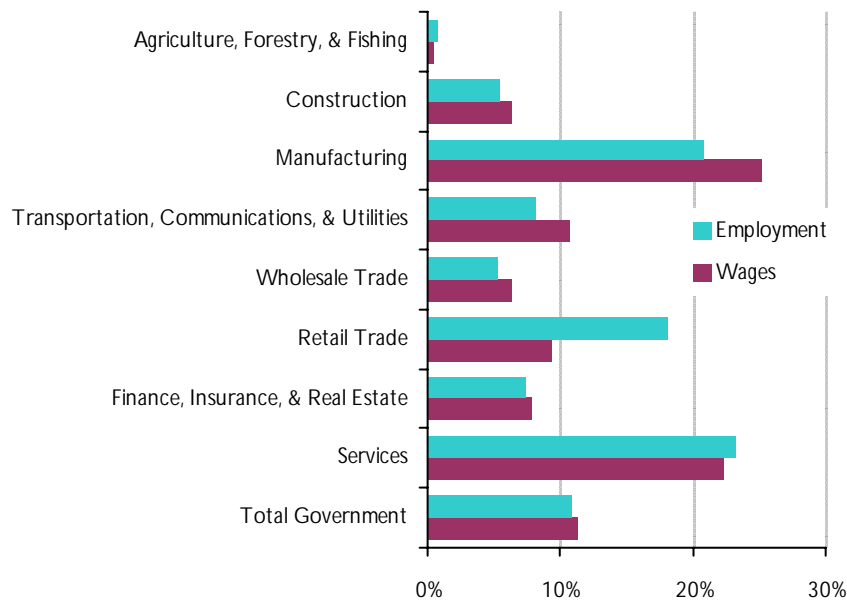
the service sector, and two are from manufacturing. The two manufacturing industries are paper, and food and kindred products industry. While the ten largest employers in the county make up 18 percent of nonfarm employment and nearly 25,000 workers, the top ten industries comprise 48 percent of the jobs with over 71,100 employees.

The overall average wage for the area was at 105.3 percent of the state's average annual wage during 2001. The average annual wage in Brown County is

above the state average in six of the ten industry sectors. Wages in the retail sector were at 108.3 percent of the state average, however this sector had the lowest annual wage of all ten industries. Differences between state averages and local averages do not necessarily reflect higher or lower hourly rates since these are annual average, and may be influenced by other factors, such as number of hours worked by employees. The transportation, communications, and utilities had the highest wage in the area. This is most likely led by the high concentration of the trucking industry in Brown County. Manufacturing had the third highest average wage at \$39,276. Wages in the manufacturing sector are 98.8 percent of the state average. Wages in manufacturing are influenced by the paper industry. The wages in finance, insurance, and real estate compares the least favorably with the state average. Wages in this sector are only 84.6 percent of the state average.

Wages from manufacturing make up the largest percent of the area's wages. Nearly 25 percent of the area's annual wages come from manufacturing, while providing 21 percent of the area's employment.

Employment & Wage Distribution by Industry Division

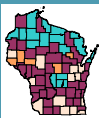


Annual Average Wage By Industry Division

| | Brown Co. Annual Average Wage | Wisconsin Annual Average Wage | Percent of State Average | 1-year percent change | 5-year percent change |
|---|-------------------------------------|-------------------------------------|-----------------------------|-----------------------------|-----------------------------|
| All Industries* | \$ 32,551 | \$ 30,922 | 105.3% | 3.2% | 20.1% |
| Agriculture, Forestry, & Fishing | \$ 21,274 | \$ 22,565 | 94.3% | 0.0% | 15.0% |
| Construction | \$ 37,747 | \$ 39,011 | 96.8% | 1.8% | 19.2% |
| Manufacturing | \$ 39,276 | \$ 39,739 | 98.8% | 0.1% | 11.9% |
| Transportation, Communications, & Utilities | \$ 42,876 | \$ 36,639 | 117.0% | 7.4% | 27.4% |
| Wholesale Trade | \$ 39,562 | \$ 40,521 | 97.6% | 3.0% | 22.7% |
| Retail Trade | \$ 16,939 | \$ 14,596 | 116.1% | 0.1% | 18.6% |
| Finance, Insurance, & Real estate | \$ 34,548 | \$ 40,933 | 84.4% | 6.9% | 29.8% |
| Services | \$ 31,171 | \$ 28,775 | 108.3% | 8.6% | 27.4% |
| Total Government | \$ 34,101 | \$ 33,785 | 100.9% | -1.0% | 12.3% |

* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*



Occupation and Education Characteristics of County Population

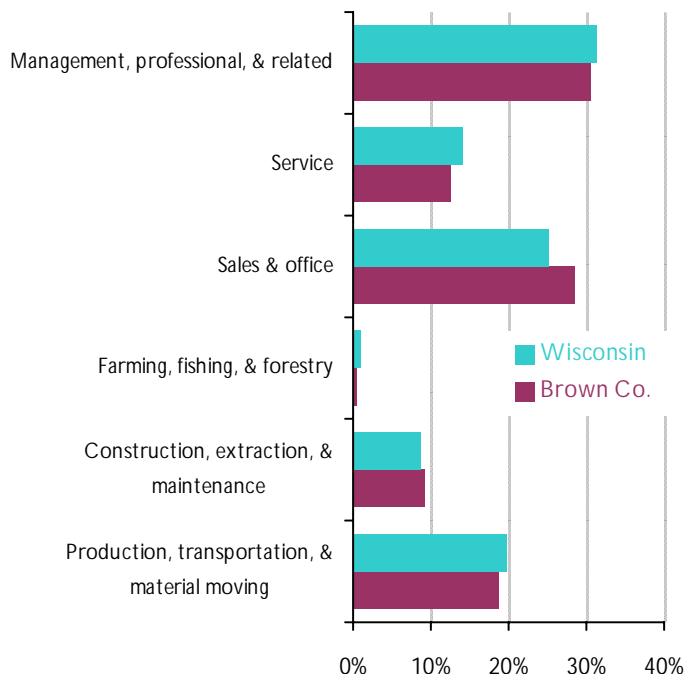
The break out of employment by occupations is really quite close to that of the State of Wisconsin. About 19 percent of the population is employed in a production, transportation or material moving occupation. This reflects the distribution of employers in the region with a slightly higher percentage of the employers in manufacturing and transportation, communications and utilities industries.

A large portion of workers are in management, professional and related occupations. This group is a "mixed bag" when it comes to educational requirements. Many management jobs often do not require degrees. Examples would be a store manager or a department manager in a store. Overall approximately 15 to 20 percent of the occupations in the area require a college degree or above.

The distribution of industries provides the backdrop for the types of occupations that are prevalent in the area. This in turn impacts the type of training and skills needed by workers, or what type of skills may be needed to be imported into an area.

In the Brown County area, nearly 50 percent of high school graduates indicate that they plan to continue their education at a four year degree institution. With the current structure of the county's

Employment by Occupation Group: 2000



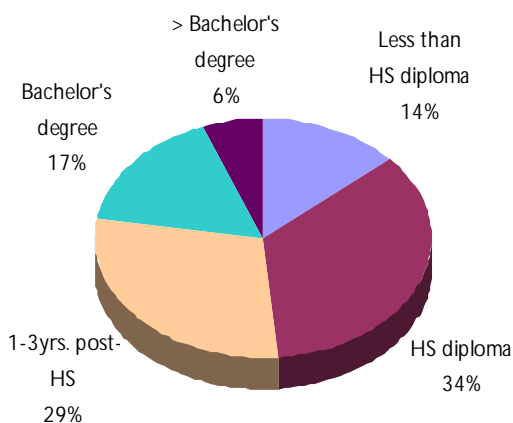
US Department of Commerce, Census 2000

employment and occupations mix, there will be limited opportunities for employment in the area when they complete their education.

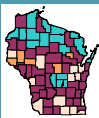
Most of the education requiring a four year education are in the service and managerial, professional and related categories. Although Brown County compares favorably with the state, both have a slightly smaller representation locally than state-wide. Currently about 23 percent of the county's population over the age of 25 has a bachelors degree or higher. This is comparable to the need in the community. Currently 84 percent of the county's population over 25 has a high school diploma. This is just under the state average.

Nearly 29 percent of the populations has one to three years of post high school education. This group would include individuals that have an associate degree or vocational degree from the technical college system.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



County Income Information

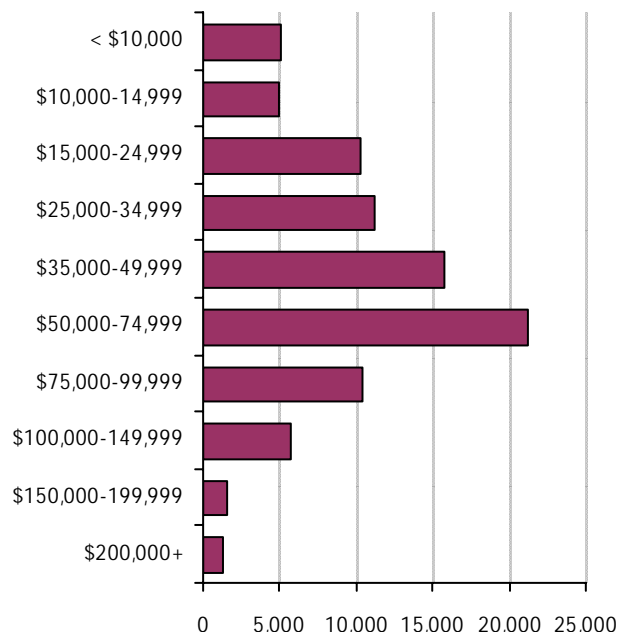
Brown County's per capita personal income (PCPI) ranked 7th of Wisconsin's 72 counties during 2000. This was a drop from 6th in 1999. The per capita income for the county rose 3.5 percent from 1999. This was less than the average state increase of 4.6 percent. Although the percent of increase was less than the statewide average, PCPI remained above the state's average. During 2000 PCPI in Brown County was \$29,295. This was 4.3 percent above the state. Generally metropolitan areas such as Green Bay, Appleton, Milwaukee have higher PCPI levels than the state average or rural counties.

The per capita personal income includes income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. The majority of PCPI comes from net earnings (wages after taxes), however, dividends, interest payment, rent as well as transfer payments (which include items such as social security) all provide significant amounts to PCPI. Transfer payments can make up a large portion of PCPI in counties that have an older population and a lower percent of wage earners.

In Brown County, the largest portion comes from net wages. This level is higher than both the state average. This is due in part as the average wage in

Households by Income Range

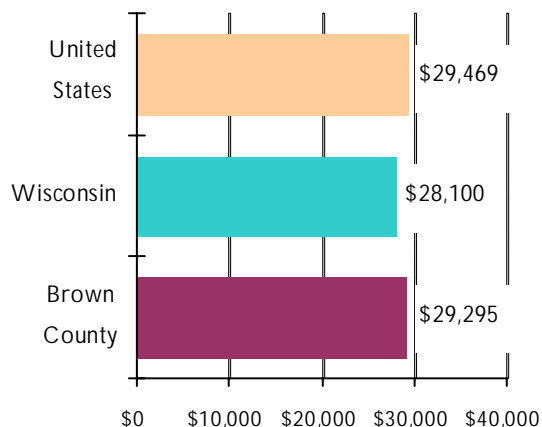
Median household income in Brown Co. \$46,447



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

the area is above the state average and the Brown County has a smaller portion of its population over 65.

Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Components of Total Personal Income: 2000

